

TO: T. Keim

FROM: R.P. Roper

SUBJECT: 1983 Marlboro Programs Plan

DATE: November 1, 1982

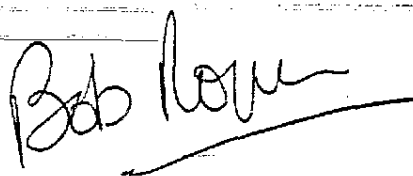
Attached is a recommended scenario of brand programs for 1983. The plan includes special activities in the area of print, retail merchandising, promotion and new products.

The overall plan incorporates new programs, expansion of existing programs and, in some cases, programs which have not as yet been approved.

While you and Fitz are essentially familiar with each of the programs, I wanted you to see how they all could lay out for next year.

I believe the flow chart demonstrates that Marlboro plans to be competitive on all fronts in 1983.

If you have any comments about this plan or care to have us look at other areas, I would appreciate your input.



RPR:kaa  
Attachment

cc: R. Fitzmaurice  
J. McAuley  
M. Munkenbeck  
J. Scully

2049438352